

## **ECONOMIC DEVELOPMENT COMMISSION MEETING**

Tuesday, March 4, 2014  
5:00 p.m.  
Auburn City Hall  
1225 Lincoln Way, Room 10

The Regular Session of the EDC was held Room 10, City Hall, 1225 Lincoln Way, Auburn, California on Tuesday, March 4 at 5:00 p.m. with Chair Roper presiding and Deputy City Clerk Amy Lind recording the minutes.

### **CALL TO ORDER**

### **ROLL CALL:**

**Commission Members Present:** Keith Nesbitt, Harvey Roper, Bill Kirby, Bud Richardson, Monti Reynolds

**Commission Members Absent:** Randy Wagner, Teri Wilson

### **1. Public Comment**

Gary Capps said the sewer rate impact on restaurants in Auburn is unfair. He also asked if the City had considered a Retail Incentive Program.

Rich Ramirez spoke about the prop 218 hearing and said he will have Bernie to a presentation to the commission.

Mike Holmes asked about the work plan and budget from 13/14 FY. He asked about EDC budget, update on projects and YTD figures. He reported to the group on a Marriott Hotel in the Bowman area of Auburn (PLCO).

### **2. EDC Business**

- Minutes: Bud Richardson/ Monti Reynolds/ Approved by voice
- Map  
Harvey reported that Mora at the Visitors Center reviewed the map and there are some small revisions. The upper left hand map still needs more color. Consensus on the commission was to send to Rebecca (graphic artist) for revisions.
- ARD Bike Park support letter

CM Kirby said the commission shouldn't be sending separate letters of support; the Council already voted and supports. The consensus of the commission was to report under "committee reports" at Council that the EDC also supports the project.

- Freeway exit signage

CM Kirby reported from the DBA meeting that there is inadequate signage for the DBA. He spoke about the mine shaft sign and Caltrans signage.

Rich said there should be outreach on changing the signage and eventually a report to Council.

CM Kirby also asked about the Chamber managed sign and said he would like this looked into by the EDC and brought to Council. The consensus of the commission was to suggest to have the font larger on the mine shaft sign and amend it to read "Next 3 exits".

- Ad for Tourism magazine

Gary reported on this advertising opportunity. The city had the outside cover last year, the inside of the back cover is around \$3,000. Rich will follow up on the exact costs. By MOTION, try to get the two pages for \$5,000. Keith/ Bud/ Approved.

- Work plan update

Harvey provided a quick update on each project. It was decided the City Attorney can help find the right legal rep. to work on the trademark/tradename. Rich said he will f/u with that item.

CM Kirby spoke about the "Lets not Forget" weekend event in Sept. It was the consensus to put this on the work plan for next year to be of assistance for the project.

### **3. Next Meeting Date – Thursday, April 3<sup>rd</sup>, 2014**

Adjournment at 6:31 pm